

Getting your findings into practice: tackling knowledge exchange and research translation

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Pop Quiz #1

Who is familiar with the terms

- Knowledge Translation?
- Knowledge Exchange?

Outline of session

- Importance of knowledge transfer and exchange
- Language of Knowledge Exchange
- Some strategies
- How PHCRIS, a knowledge exchange organisation, can help



Find a solution... and then what?

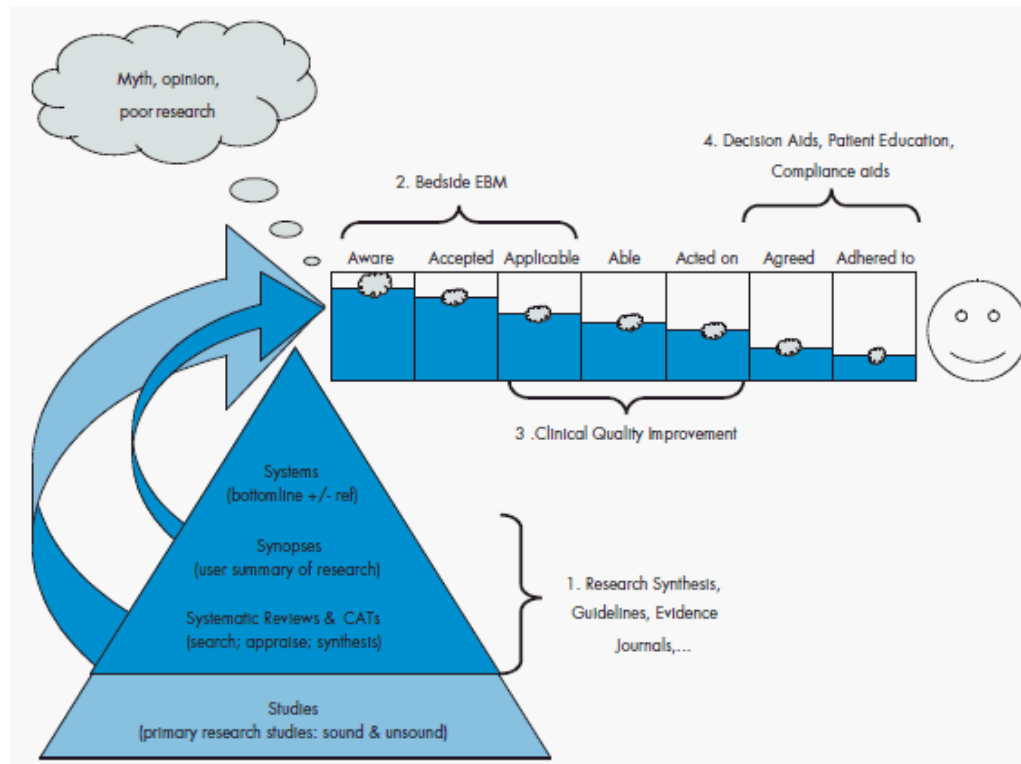
- Look at an area that is bugging you clinically and rationalise this – finding a solution makes it easier to deliver good quality care’ *(Meet an Academic, Professor Claire Jackson)*
- The difference between a paper and a purpose...
(Bennett & Jessani, 2011)

Process of KT and KE

- Don't know - that the information exists or what action to take
- Don't understand - the information, what it means, why it is important
- Don't care - see the information as irrelevant, not beneficial to their agenda
- Don't agree - think the information is misguided or false

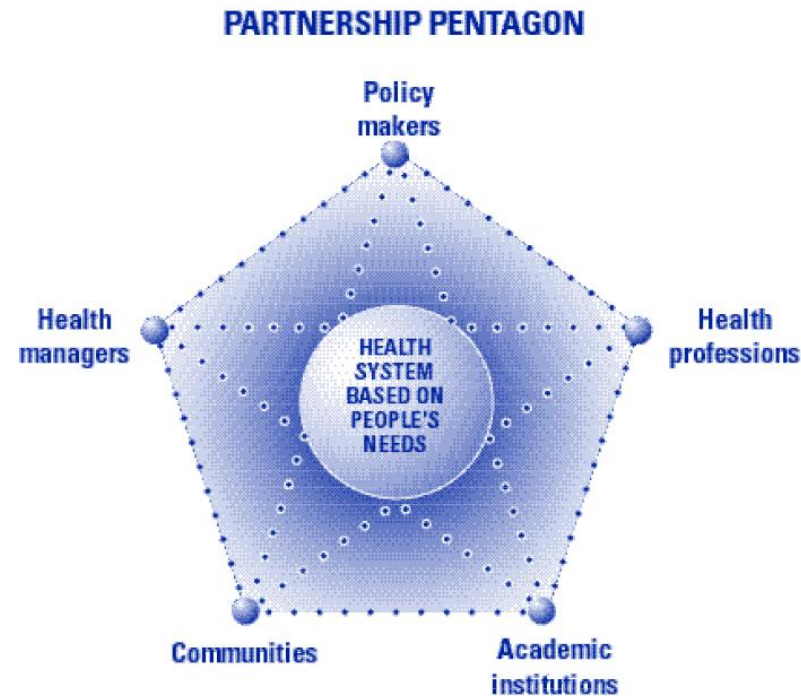
(Bennett & Jessani, 2011)

The Leaking Pipeline....



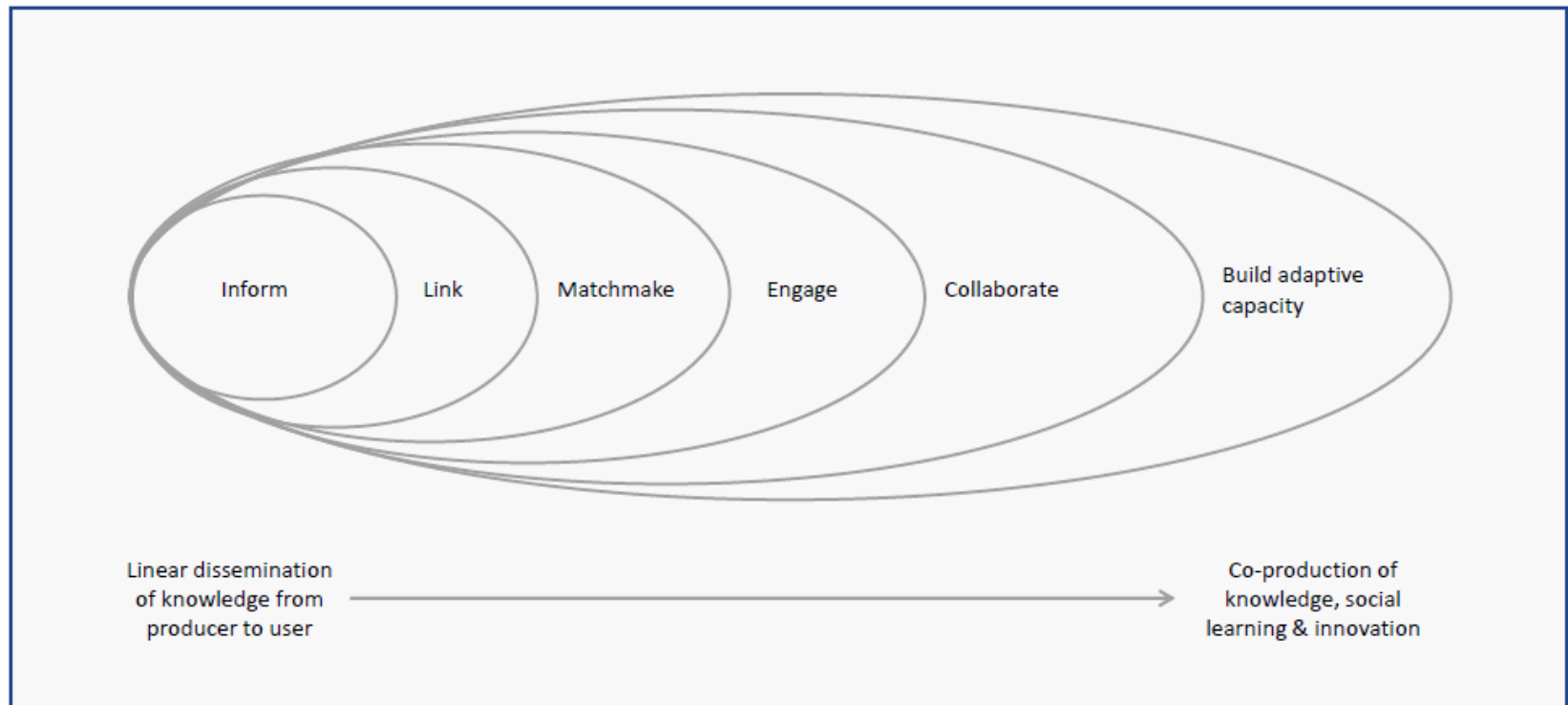
(Glasziou P & Haynes B, 2005)

The Partnership Pentagon



(Boelen, 2000)

The Continuum – KT to KE



(United Nations University, 2012; Jones et al, 2012)

What is Knowledge Translation?

- Primary focus on communicating research results
- Target and tailor message/medium to specific audience
 - small workshops
 - media engagement
 - use of knowledge brokers/boundary spanners
 - creation of networks/communities of practice

Fundamentals of dissemination

- What is the message?
- Who is the audience?
- Who is the messenger?
- What is the transfer method?
- What is the expected outcome?

(Gagnon, 2011)

Push * Pull * Exchange

- **Push** – producers of research push knowledge towards audience they believe need it
- **Pull** – knowledge users plan and implement strategies to pull knowledge from sources they identify as relevant
- **Exchange** – efforts to bring researchers and knowledge user communities together

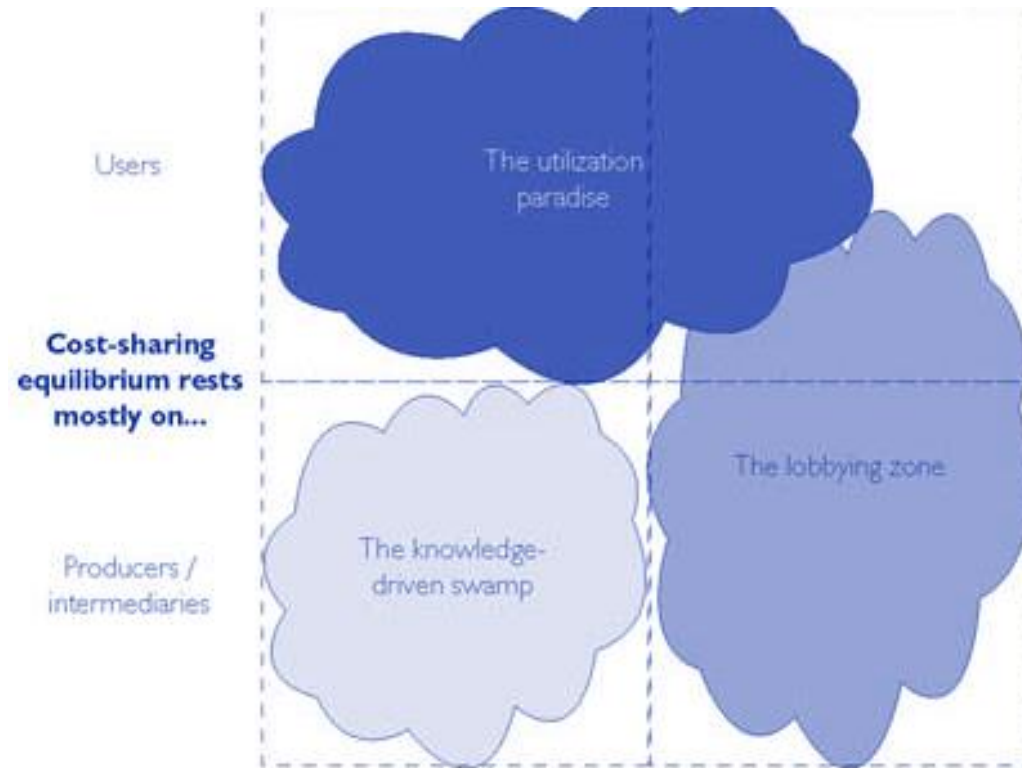
(Gagon, 2011)

Role of Knowledge Exchange

- Best use of research evidence & knowledge
- Aims to inform, facilitate & nurture collaborative relationships
- Values contributions from different professions & environments who share diverse knowledge & skills, working as allies
- Evidence is jointly shared and interpreted by multiple participants through ongoing, accountable exchanges

(PHCRIS)

Beware the knowledge driven swamp



(Contandriopoulos et al, 2012)

A Paradigm Shift

Knowledge exchange is.....

.... a paradigm shift that focuses on
engagement with the field and end-users

(Statement from Ian Graham, Co-editor of Knowledge Translation in Health Care, 2009)

Who are we?

Primary Health Care Research & Information Service (PHCRIS)

Our Team

- *Director, Researchers (7), Information Systems (4), Administration (4), Knowledge Exchange (3)*

Stakeholders

- *Health care professionals*
- *Policy makers*
- *Researchers*
- *Consumer representatives*

How can PHCRIS help?

PHCRIS generates, manages and shares information and knowledge about PHC



We do this by:

Sharing information

Synthesising research

Exchanging knowledge

Building capacity



A weekly email information service that delivers primary health care news straight to your inbox. Informing you of recently published journal articles and reports, upcoming conferences, media releases, research grants, and websites to watch.



An efficient search strategy giving you easy access to the primary health care literature you need.



Use our **Events diary** to view dates, locations and other details for conferences and events relevant to Australian primary health care both nationally and internationally.



A bi-monthly newsletter delivered to your inbox designed to inform, influence and enhance primary health care practice, policy and research.



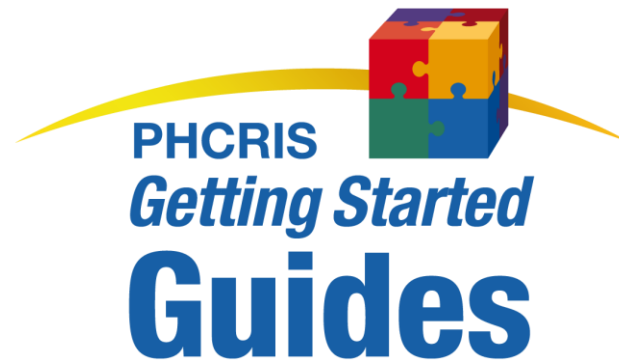
PHCRIS maintains a list of **Acronyms** used in Australian general practice and primary health care. This ever expanding list currently comprises over 1300 acronyms.



Who is doing what research—the **Roadmap Of Australian primary health care Research (ROAR)** 'maps' on-line research for researchers, policy advisors, funding bodies and practitioners. This linked and searchable database contains research projects, profiles, organisations, research activities, and funding opportunities.



Abbreviated reviews of current research relevant to key Australian Government health policy directions.



Provide an introduction to primary health care and building capacity in knowledge exchange. These Guides present information in a simple, concise format and provide a gateway to reliable resources on-line.



PHCRIS Policy Issue Review

Examining topical policy-relevant issues in primary health care by synthesising recent research relevant to key directions in Australian health policy.



PHCRIS Fact Sheets

We've scoured the web and talked to the experts to design fact sheets that present information simply, clearly and succinctly. These **Fact Sheets** (on dissemination, information exchange and getting your point across) are available in PDF and are useful resources to share at workshops and conferences. Multiple copies (free) can be ordered on-line.



phcris.org.au/
conference/2014

2014 Primary Health Care Research Conference

*Integrating knowledge exchange to
improve primary health care outcomes*

Canberra 23 – 25 July 2014 National Convention Centre



Meet, network and share—we convene the annual national **PHC Research Conference**—a major event in Australian primary health care research, to present research findings, discuss research methodology and policy issues, and build and maintain essential networks between researchers, practitioners, policy makers and representatives of consumer organisations.

References

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PHCRIS is a national primary health care organisation based in the Discipline of General Practice at Flinders University in South Australia and funded through the Primary Health Care Research, Evaluation and Development (PHCRED) Strategy by the Australian Government Department of Health.